

DRAFT CHAPTER 5: BUSINESS DEVELOPMENT

Overview

A driving force behind the Comprehensive Plan is a commitment to maintain a strong and growing economic base in Chesterfield County. New and existing business and industrial development, as recommended on the Land Use Plan Map, provides diverse employment opportunities and revenue, and is vitally important in providing the types of services that promote a high quality of life in the county. More detailed economic information can be found on the [Planning Department web site](#).

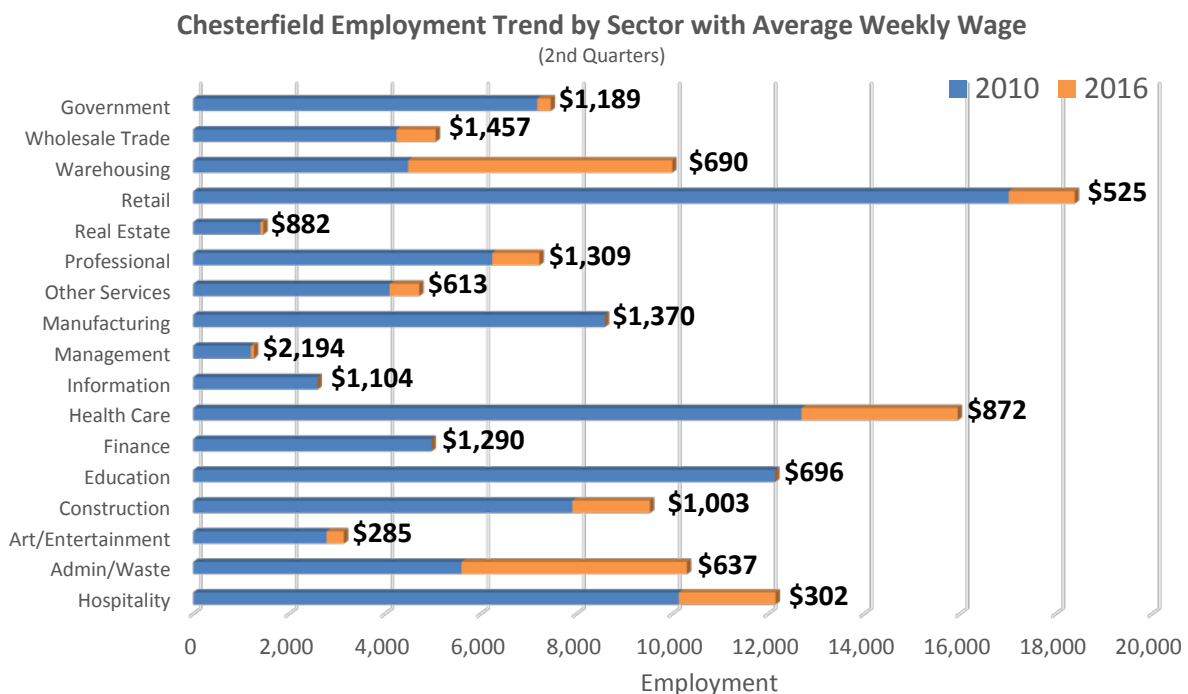
DESIRED OUTCOMES OF THIS CHAPTER:

- Improved Jobs to Worker Ratio
- Business Attraction, Retention, and Expansion
- Increased Number of Higher Paying Jobs
- Increased Business Tax Base Ratio
- Strengthened Partnerships with the Business Community
- Workforce Development, Attraction, and Retention
- Revitalization and Reinvestment in Older Commercial Corridors
- Why Businesses Should Choose Chesterfield

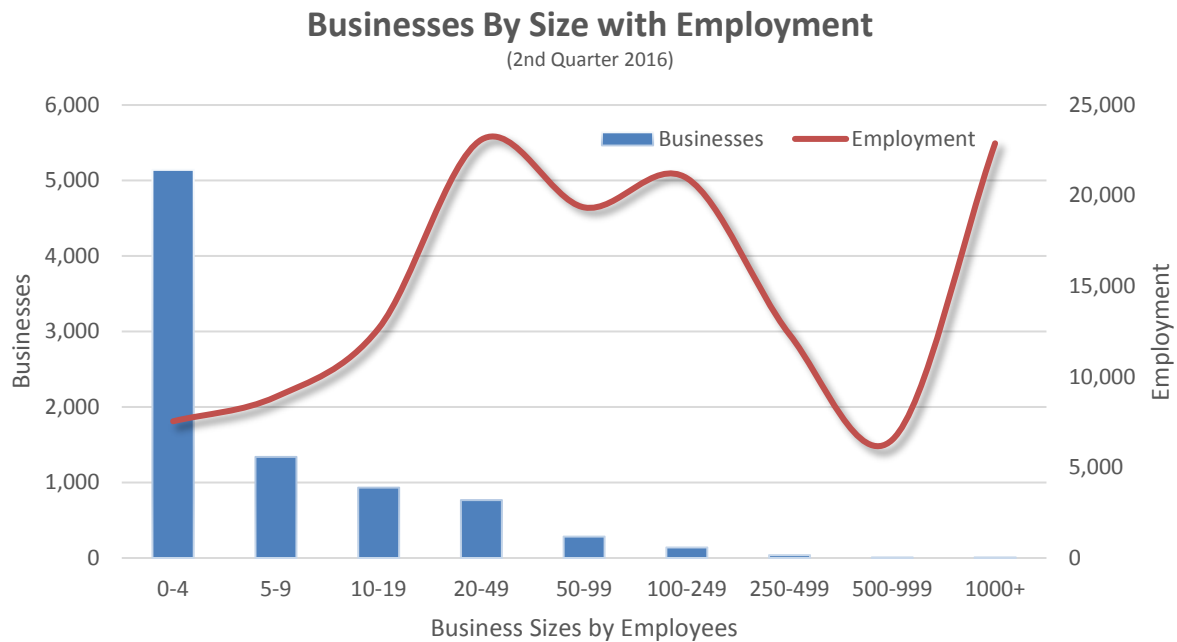
SECTOR – based upon the North American Industry Classification System (NAICS), classifies businesses by their primary economic activity. The information in this section is from Virginia Labor Market Information (www.virginialmi.com)

ECONOMIC INFORMATION

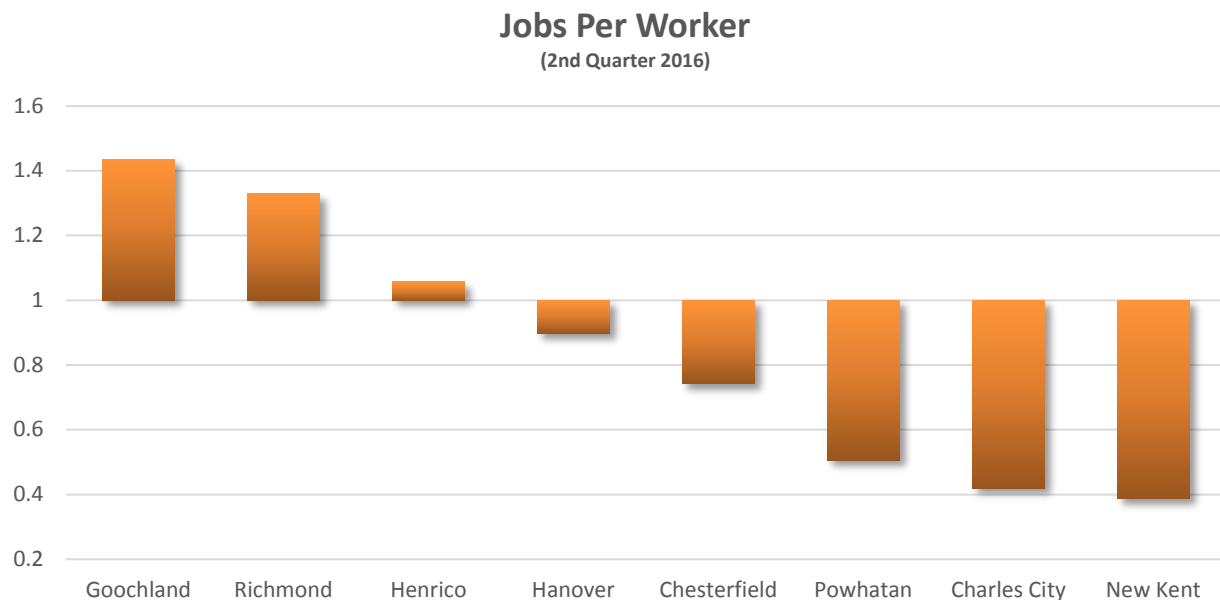
The vast diversity of Chesterfield County's economic base is displayed below. The Retail Trade sector comprises 14 percent of the county's employment, while Management of Companies sector has the highest average weekly wage. The Admin/Waste Services and Warehousing sectors each nearly doubled employment since 2010. Significant employment gains have also occurred in the Health Care and Hospitality sectors. Education Services, Finance & Insurance, Information, and Manufacturing sectors have all lost employment since 2010, in many cases due to automation. Chesterfield had over 134,000 jobs in the 2nd quarter of 2016 with an average weekly wage of \$840.



Of the county's 8,600 businesses, nearly 60 percent have less than five employees. However, 17 percent of jobs in the county are in businesses that employ between 20 and 50 persons, with a further 17 percent in businesses employing over 1,000 persons. Approximately 70 percent of new businesses since 2010 have had less than five employees, while 75 percent of new jobs since 2010 have occurred in businesses over 50 employees.



Chesterfield had 0.7 jobs for every person in the county's labor force. In the Richmond Region, Goochland, Richmond and Henrico each have more jobs than workers. Chesterfield would need to add 47,000 jobs to achieve a ratio of one job for every worker.

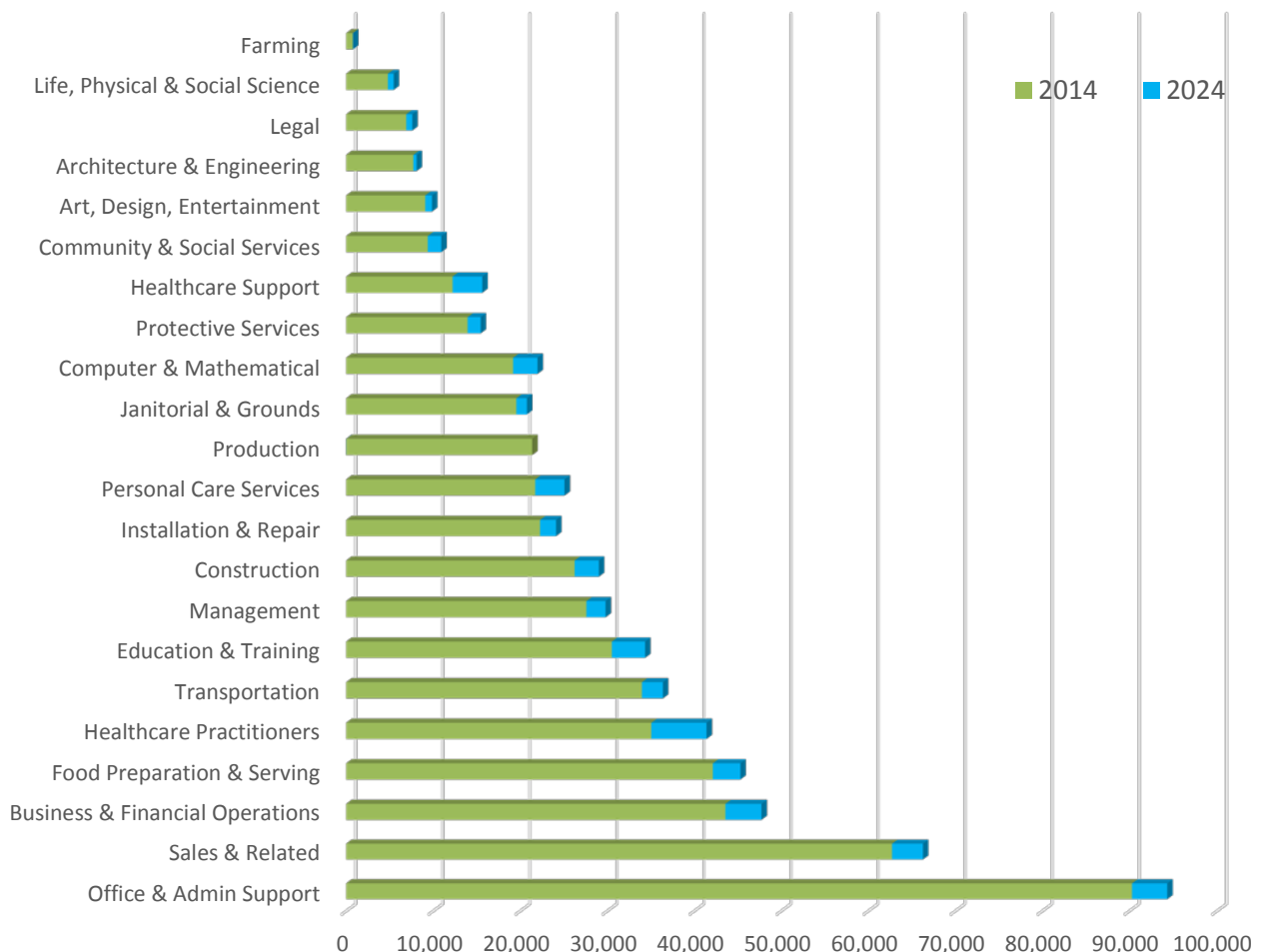


The Capital Region Workforce Partnership area (Chesterfield, Richmond, Henrico, Hanover, Powhatan, New Kent, Goochland, Charles City, New Kent) is projected to add 50,000 jobs between 2014-2024. The most numerous occupation within the region is Office & Administrative Support with 16 percent of jobs, followed by Sales & Related. However, the fastest-growing occupation is projected to be Healthcare Practitioners & Technical, with a projected increase of 6,300 jobs (18% increase). Healthcare Support is also projected to add 3,400 jobs, an increase of 28 percent over 2014.

**CAPITAL REGION
WORKFORCE
PARTNERSHIP** – a local, federally-funded workforce investment board that works to increase private sector employment opportunities and workforce development needs (www.resourceva.com)

Occupation Projections & Trend

(Capital Region Workforce Partnership Area)



Business Advantages

Chesterfield County is ideally located in the mid-Atlantic region of the United States. The county's location puts local businesses within a one-day travel time for transporting raw materials and finished goods to 50 percent of the U.S. population, 50 percent of the nation's manufacturing operations, and 60 percent of the corporate headquarters in the country. The local economy is characterized by a strong industrial base and diversified economic structure including internationally based companies. The county is centrally located in one of Virginia's major manufacturing areas, and a wide variety of industries, large and small, are located here. Important business advantages include:

- Access to Interstates 95, 295, 64, 85
- Freight and passenger rail services
- Port of Virginia and Richmond Marine Terminal services
- Low cost, abundant and reliable electric power, natural gas, water and sewer systems
- Extensive broadband, cable and wireless services
- Chesterfield County General Aviation Airport
- Largest labor force in region
- Competitive business tax rates
- High quality education facilities – public schools, VSU, John Tyler Community College, etc.
- High quality of life and business-friendly environment



Economic Development Programs

Chesterfield County Department of Economic Development administers several programs and initiatives in support of business attraction, retention, and expansion. The department works with existing and prospective businesses, along with regional and state agencies, to promote business development in the county. The following are just some of the primary services provided by the department, more information can be found [here](#):

- **Business Attraction** – marketing activities that promote Chesterfield County as a premier business location
- **Site & Building Searches** – maintains a database of available sites and buildings to assist businesses in finding a suitable site in the county for their location or expansion
- **Small Business and Entrepreneurship Assistance** – provides resources and programs to encourage entrepreneurship and grow small business
- **Site Development Coordination** – facilitates discussions with other county departments to assist permitting and review processes, including zoning
- **Financing & Incentives** – maintains and administers an array of programs to support business location and expansion
- **Research & Information** – provides analysis and information to assist businesses and promote the county

BUSINESS FIRST CHESTERFIELD

- Collaborative effort by City of Richmond and Chesterfield, Henrico and Hanover Counties, Greater Richmond Partnership
- One-on-one business assistance customized to need, including support services
- Conducts face-to-face interviews to understand local business needs, potential incentives and tools

BUSINESS ASSISTANCE CENTER

- Partnership between Economic Development and Public Libraries
- Includes web portal (www.mybusinessstartshere.com) to answer questions and provide resources
- Physical work spaces in Meadowdale and North Courthouse Road libraries – including meeting and network space, and access to free business resources, tools, technology and expertise



BIZWORKS ENTERPRISE CENTER

- County's only non-profit, small business incubator, located on Route 1 and Bellwood Road
- Supports creation and growth of new businesses, including virtual businesses
- Provides shared office resources, training, and education
- Offers low-cost office, manufacturing and warehouse spaces

CHESTERFIELD COUNTY ECONOMIC DEVELOPMENT AUTHORITY (EDA)

- Appointed by Board of Supervisors to help create new jobs and attract capital investment to county
- Has authority to buy, sell and develop land for economic purposes
- Provides financial incentives to support business attraction and expansion
- Accomplishments include Stonebridge redevelopment and Meadowville Technology Park

INCENTIVE PROGRAMS

Several incentive programs and resources are available to help attract, retain and expand business investment in the county.

Technology Zones

Technology Zones provide an attractive local incentive package to businesses choosing to locate in these areas, if a company meets the following objectives:

- Increase private investment and job creation
- Encourage manufacturing and commercial uses
- Promote rehabilitation of the area's existing older commercial and industrial structures
- Promote the area's revitalization through increased economic activity

Chesterfield County' Technology Zone Program is administered by the Department of Economic Development. The county has five designated technology zones that offer a package of local business incentives to encourage investment. Incentives include full or partial business license tax exemption, public water/sewer connection fee assistance, site plan/rezoning fee waivers, and full or partial rebate of Machinery & Tools Tax. It should be noted that the local incentives are subject to change.



Workforce Services

- Virginia Jobs Investment Program (VJIP)
 - Funded by state, offers training programs for new and expanding businesses to reduce costs
 - Eligibility requirements
- Capital Region Workforce Partnership
 - Offers recruiting and screening services
 - Apprenticeship assistance
 - Employee development and retention services

Financial Incentives

- Opportunity Fund – case-by-case consideration for incentives and grants based upon investment and job creation
- Industrial Access Road/Rail Fund – provides assistance to businesses needing road or rail improvements to utilize sites
- Business Expansion Incentive Fund (BEIF) – helps to preserve and expand existing businesses in the county through low interest loans or grants via application

Fast-Track Permitting

Chesterfield County has developed a "fast track" process to expedite those projects that bring a significant economic impact to Chesterfield County. Chesterfield County can offer fast-track permitting of both site and building plans review should a project need to be expedited.

Workforce Development & Attraction

Chesterfield area workers have above-average levels of education and skill, and work in business-friendly environments rich with training opportunities. Close ties between local businesses and industries and local institutions of higher education such as Virginia State University and John Tyler Community College, assist in tailoring educational programs and curriculum to area employers' needs. Education and training are top priorities for Chesterfield County. Close ties with local businesses and industries mean 21st century skills are being developed in the area's universities and schools. Chesterfield County Public Schools offers students the opportunity to participate in specialty centers, technical centers and governor's schools that target special interests, such as Code RVA, as well as incorporating an intense focus on communication, computation, scientific concepts, history and geography at all public high schools.



Business Revitalization and Redevelopment

In conjunction with Chapter 7 Revitalization Strategy, this chapter supports efforts to encourage reinvestment in older commercial/employment areas. These areas often serve as the community's "front door", the first perception of the community one receives while traveling. Tools and incentives identified in that chapter should be used to encourage new uses for vacant structures. One possible reuse example would be to support indoor recreation facilities within vacant big-box stores. In other instances, where existing structures are obsolete in either design or function, incentives should support redevelopment. In either case, the Land Use Plan should be used to guide appropriate redevelopment and reuse. Business corridor revitalization can also be aided through streetscaping projects and strategic use of public facility investment as a catalyst for private investment. Efforts should also provide assistance and incentives to small businesses to improve their façades and exterior aesthetics such as landscaping.

Business Sector Development Strategy

Chesterfield County's economic development efforts are focused on a business sector strategy that attracts and retains businesses that align with the county's unique economic assets, including a highly educated workforce, central east coast location, and strong transportation and utility infrastructure. Business attraction strategies are focused on target industries where the county enjoys a competitive advantage and align with the goals and guidelines of the Comprehensive Plan.

RETAIL/COMMERCIAL SERVICES

Retail services are concentrated along the county's major thoroughfares, including Hull Street Road, Midlothian Turnpike, Route 10 and Jefferson Davis Highway. Retail businesses generally depend on residential development in proximity.

Sector Business Strengths

- Automobile Dealerships
- Auto Parts, Accessories & Tire Stores
- Electronics & Appliance Stores
- Building Material & Supplies Dealers
- Lawn & Garden Equipment & Supplies
- Grocery Stores
- Book, Periodical & Music Stores
- Department Stores
- Other General Merchandise Stores
- Electronic Shopping & Mail-Order Houses
- Automotive Repair & Maintenance
- Electronic Equipment Repair
- Personal Care Services

Sector Challenges

- Aging, obsolete commercial strip centers
- Internet shopping competition
- Geographic gaps in retail access

Strategy

Future retail development will continue to follow new residential growth. Automobile-oriented retail development will continue to occur as freestanding buildings as well as in shopping centers in categories shown on the Land Use Plan Map for Convenience Business, Neighborhood Business, Community Business and General Business. However, where appropriate, other retail development should be incorporated into mixed use projects with higher density residential uses as shown on the Land Use Plan Map for Residential Mixed Use, Community Mixed Use and Regional Mixed Use. Unique, destination, and 'experience' retail uses should also be pursued and directed into commercial activity centers around highway intersections. Efforts to revitalize and redevelop older commercial corridors should be encouraged. Affordable housing options should be encouraged to support this sector.



MANUFACTURING

Typically known better as ‘industrial’ uses, manufacturing and advanced manufacturing are key components of the county’s economy. Chesterfield County has the highest concentration of manufacturing and advanced manufacturing in the region. Because of innovation and technology improvements, manufacturing jobs are decreasing, however, new manufacturing jobs require higher skill sets and pay higher wages. Due to the presence of major utilities, roadways and railways, these uses are concentrated in the eastern area of the county. Agricultural activities are included in this sector due to their production-oriented nature. Currently these uses are predominantly in the southern and western areas of the county.

Sector Business Strengths

- **Food and Beverage Manufacturing**
- **Basic Chemical Manufacturing**
- **Advanced Materials Manufacturing**
- **Electronic Instrument Manufacturing**
- **Medical Equipment & Supplies Mnfg**
- **Virginia State University (VSU)**
- **Agricultural Land**

Sector Challenges

- Automation of production resulting in fewer but higher paying jobs that require more advanced skills
- Reserving sufficient future industrial lands

Strategy

Manufacturing and advanced manufacturing should continue to be a target industry for Chesterfield County. Future manufacturing uses should continue to be located in the eastern end of the county. However, new infrastructure provided in accordance with the Transportation and Water & Wastewater chapters could enable additional industrial development in new areas as identified on the Land Use Plan Map for Corporate Office, Research & Development, Light Industrial (CORDLI) and Industrial. Infrastructure improvements and incentives should also be provided to existing industrial areas to better utilize underdeveloped and vacant properties. These locations should be protected from incompatible development such as residential in proximity to these areas.

Support for agricultural activities throughout the county should be encouraged as a viable economic use of land and to take advantage of underutilized properties, provide public education, provide jobs and support local businesses (such as restaurants and farmer’s markets). Partnerships with VSU’s agricultural research center and Chesterfield County Public Schools could aid local agricultural efforts. In more developed areas of the county, appropriate urban agriculture activities should be encouraged. Larger-scale agricultural uses should be located in the Rural Residential/Agricultural and Residential Agricultural categories of the Land Use Plan Map.



LOGISTICS & SUPPLY CHAIN MANAGEMENT

Typically known better as warehousing, Logistics & Supply Chain Management are key components of the county's economy. Due to excellent transportation infrastructure with easy access to I-95, I-295, I-85, proximity to the Port of Virginia and the Richmond Marine Terminal and CSX rail running through the county, Chesterfield is an ideal location for these industry sectors.

Sector Business Strengths

- General Freight Trucking
- Specialized Freight Trucking
- 3rd Party Logistics Providers
- Supply Chain Management

Sector Challenges

- Available land with regional access
- Road network improvements

Strategy

Logistics businesses are well-suited to the county's location and road, rail and port access. These uses should continue to locate near limited access highways and rail connections, generally in the eastern area of the county. The construction of the East-West Freeway could open up additional areas for these uses. These uses should be located in areas recommended for Industrial or Corporate Office/Research & Development/Light Industrial (CORDLI).



MANAGEMENT, FINANCE, PROFESSIONAL, & INFORMATION SERVICES

Typically associated with office developments and professional jobs, these businesses are concentrated in the northwestern area of the county, especially along Midlothian Turnpike. These jobs have relatively high wages and require advanced education.

Sector Business Strengths

- **Software Publishers**
- **Motion Picture & Video Industries**
- **Radio & Television Broadcasting**
- **Data Processing & Related Services**
- **Other Information Services**
- **Architectural & Engineering Services**
- **Business Support Services**

Sector Challenges

- Lack of high density activity centers

Strategy

Future office developments should be a component of new regional mixed use centers as shown on the Land Use Plan Map. Existing office parks could be enhanced by adding other uses, especially higher density residential, to make them more appealing to modern office needs. Given the skills of the county's labor force and relatively low share of employment in these sectors, these uses should be a primary target of business attraction efforts through incentives and other competitive tools and programs. These uses are best suited to Corporate Office, Regional Mixed Use and Corporate Office/Research & Development/Light Industrial areas of the Land Use Plan Map. High quality, active lifestyle communities should be developed to accommodate this sector's workforce.



TOURISM & HOSPITALITY

Entertainment, restaurants, and lodging are the primary components of this sector. Uses in these categories serve local and visitor needs. Tourism, especially sports tourism, is becoming a major economic driver for the county. With historic assets like Henricus Historical Park, Pocahontas State Park, and world-class sports venues like the River City Sportsplex, the hospitality and tourism industry is poised for significant growth. Although the county has several first class sports and entertainment venues, there is a larger concentration of tourism support services such as restaurants and hotels in the City of Richmond and Henrico County.

Sector Business Strengths

- **Other Amusement & Recreation**
- **Restaurants & Other Eating Places**
- **Recreation/Sports Venues**
- **Rural Lands**

Sector Challenges

- Lack of concentrated density of attractions
- Suburban development pattern
- Lack of local venues and gathering spaces for cultural events
- Development pressure

Strategy

Future tourism and hospitality uses should be pursued and concentrated at key intersections in the county. Hotels, restaurants, entertainment and cultural venues should be clustered together in Regional Mixed Use and Community Mixed Use areas of the Land Use Plan Map. Hospitality services should also be near major recreation facilities such as River City Sportsplex and SwimRVA to serve travelers. Business traveler needs should also be a part of Corporate Office and Corporate Office/Research & Development/Light Industrial (CORDLI) areas shown on the Land Use Plan Map. Agritourism uses and events should be supported in Rural Residential/Agricultural and Residential Agricultural areas on the Land Use Plan Map. Celebratory events should be encouraged throughout the county to instill community pride as well as attract visitors to the community in support of local businesses.



HEALTHCARE & EDUCATION

The Healthcare sector is one of the fastest-growing segments of the county's economy. The continued growth and aging of our population combined with new treatments and technologies, mean that this sector should continue to be an important part of our economic future. Education service businesses ensure that our workforce has opportunities to gain new skills needed for 21st century employers.

Sector Business Strengths

- **Technical & Trade Schools**
- **Other Schools & Instruction**
- **Offices of Other Health Practitioners**
- **Home Health Care Services**
- **Residential Mental Health Facilities**
- **Child Day Care Services**
- **Assisted Living & Memory Care**
- **Virginia State University (VSU)**

Sector Challenges

- Regional medical facilities outside of county
- Access to medical facilities
- Regional education facilities outside of county

Strategy

The healthcare sector will continue to grow in importance to the county's economy. Future major healthcare facilities should be located in highly accessible areas, while community-scale emergency care facilities should locate in proximity to residential areas. Senior housing should be encouraged around these facilities and be connected to other supportive commercial services. Incentives should be considered to help healthcare and education facilities locate within revitalization areas. Workforce development efforts should focus on the healthcare sector as it is expected to be the dominant growth sector for some time. The county should continue to strengthen partnerships with area hospitals, universities, colleges and the public school system to ensure new workers have the skills necessary to thrive in the 21st century economy. In particular, the area around VSU has great potential for redevelopment to accommodate the continued success of the university as well as the surrounding community.



Economic Development Opportunity Sites

The relationship between land use and economic development is extremely important to the future financial stability of Chesterfield County. Identifying Economic Development Opportunity Sites throughout the county provides valuable insight for physical and financial aspects of comprehensive planning. Preservation of Economic Development Opportunity Sites is critical to preserving balanced growth in Chesterfield County. These sites represent a sizeable opportunity for significant commercial development because of location, size, transportation and utility infrastructure.



PRIMARY SITES

American Tobacco Site

This 353-acre site is located in the eastern portion of Chesterfield County. This site offers substantial power and water/sewer capabilities. The interchange at Interstate 295 provides easy access to the Port of Virginia and Richmond International Airport. Rail access is feasible at this site. The property is well suited for heavier manufacturing uses.

CenterPointe

CenterPointe is an 800-acre mixed used development located in southwest Chesterfield County at the intersections of the Powhite Parkway and the Route 288 and Lucks Lane Interchange. Route 288 provides outstanding access to the entire metropolitan area, and CenterPointe has easy access to the Route 60 (Midlothian Turnpike) and Route 360 (Hull Street Road) retail/service corridors. Abundant housing in a variety of price ranges is located within a short distance from CenterPointe, including the planned communities of Brandermill, Woodlake, Hampton Park, Evergreen, The Grove, Queensmill, Walton Park and Charter Colony. CenterPointe is well suited for office, corporate headquarters and medical uses.

Construction of a full interchange at Charter Colony Parkway and Powhite Parkway would greatly enhance development efforts in this area.

Meadowville Technology Park

Meadowville Technology Park (MTP) is a 1,300-acre industrial development located in Chesterfield County. For businesses seeking a profitable and stable environment in which to operate, MTP is a superb location. MTP is an attractive site for a wide range of businesses such as headquarters, distribution, information technology, office and research and development. It is especially well suited to serve water-intensive users such as pharmaceutical and semiconductor manufacturers.

MTP provides a unique opportunity for major industrial clients to share one of the county's most majestic and beautiful resources. The Meadowville site borders the James River for approximately 6,000 feet southeast of the Interstate 295 Varina-Enon Bridge. The property's river frontage contains steep overlooks that provide spectacular views of the river, bridge and surrounding property.



The site also borders Interstate 295 for approximately 2.5 miles, and includes an interchange into the heart of the park. Chesterfield County has completed the zoning, environmental and utility infrastructure studies that are necessary for potential industrial users to evaluate this site. Chesterfield County has also constructed phase one of the utility infrastructure necessary to serve the property.

Watkins Centre

Watkins Centre is the highest point in the western Richmond area and capitalizes on its existing topography and natural features to create an integrated development. Strategically located at the interchange of Route 288 and Midlothian Turnpike in western Chesterfield County, Watkins Centre is a critical component of the economic engine that will drive the Richmond metropolitan region.



Encompassing approximately 625 acres of total land area between four quadrants of the Route 288 interchange, Watkins Centre is positioned to become Richmond's premier business and lifestyle address. The mixed use development is primarily dedicated to commercial uses, including office, headquarters, research and development, medical, retail and light industrial.

OTHER SITES**Branders Bridge Road Area**

This property is strategically located in proximity to the Interstate 95 and Woods Edge Road interchange. Potential exists for a new limited access road, the East-West Freeway that would further enhance accessibility to Interstate 95. The Land Use Plan Map recommends most of the property for Corporate Office/Research and Development/Light Industrial with a Regional Mixed Use center along the East-West Freeway.

Western Route 360/Powhite Parkway Extension

The planned extension of the Powhite Parkway and Woolridge Road makes this area a good potential location for corporate headquarters, light industrial and commercial uses.

Courthouse Road/Belmont Road/Whitepine Road Area

Adjacent to the Chesterfield County Airport and the Chesterfield Airport Industrial Park, this area provides easy access to Route 288. Zoning is in place for a portion of this area that can accommodate light industrial and some general commercial uses.

Virginia State University/Ettrick Area

With the expansion of Virginia State University, Ettrick and the surrounding area has potential for increased retail, commercial, and/or mixed use development providing services to the University community. With the proposed expansion of passenger rail service and high speed rail, Ettrick Station is poised for development.

**MIXED USE CENTERS**

The county's suburban development pattern has resulted in a general lack of identifiable places in our communities. Places can be defined as having a variety of activities within a confined, walkable area and unified through design and connections. Many businesses desire to locate in such activity centers as they offer many amenities to workers and promote a positive image of the company. High density mixed use centers provide an opportunity for the county to attract and accommodate businesses and people who prefer such communities, offering greater choice to current and future residents and businesses.



Further, such development would aid in attracting new skilled, creative and entrepreneurial workers to the county so that we remain a desirable place for business investment. Attracting new workers means that the county needs to facilitate the creation of desirable, well-planned places in which they will want to reside. A variety of community choices, settings and prices needs to be fostered to accommodate a wide range of resident preferences. By fostering high quality communities centered around attractive social gathering spaces in mixed use environments, the county can attract new worker residents along with their employers.

General Business Development Guidelines

The General Economic Development Guidelines provide direction for development and land use decisions that expand the county's business foundation.

Major considerations used in the development of these guidelines include:

- ❖ Building upon a strong, growing and diverse economy.
- ❖ Protecting Economic Development Opportunity Sites.
- ❖ Encouraging the cost-effective distribution of economic resources throughout the county.
- ❖ Striving for a mix of employment industries that generates high-paying jobs.
- ❖ Promoting tourism in the county as an economic engine.
- ❖ Promoting unified business attraction and retention strategies.

The following General Economic Development Guidelines should be used when addressing specific business attraction and retention strategies and land use issues:

- **Economic Growth.** Promote economic development activities that attract, retain and expand commerce at all levels, from home-based businesses to large commercial and industrial concerns.
 - Strategically utilize incentives and financing to support existing businesses and keep them in Chesterfield County, as well to attract new businesses.
 - Increase the diversity of the county's economic base by promoting and supporting entrepreneurial and small business opportunities.
 - Promote business attraction and retention strategies that are complementary to both new and existing business.
 - Identify and preserve Economic Development Opportunity Sites for regional level growth and encourage the development of these sites for high tax revenue-generating uses.
 - Identify areas for employment-generating uses to ensure new and growing job opportunities are available in communities throughout the county.
 - Promote the development of planned office centers, business and industrial parks and mixed use centers in accordance with the Land Use Plan.
 - Support the viability, operational efficiency and productivity of the county's agricultural resources for current and future generations.
 - Promote economic development opportunities associated with the expansion of Virginia State University.
- **Marketing and Communications.** Expand the tax base by promoting the county as a premier business location.
 - Work with regional marketing partners to market the county locally, nationally and internationally.

- Market the county's key economic assets including the airport, road system, utilities and river access, as well as the specific operating advantages of the county's location in the region.
 - Promote awareness of the assets and diversity of the county's individual communities to attract highly skilled residents and support efforts to maintain the appeal of the county's communities.
- **Infrastructure.** Connect economic development opportunity sites and areas to countywide and regional transportation systems, including major thoroughfares, seaports, airports and railways.
- Coordinate the provision of transportation and utility infrastructure in key economic development sites and revitalization areas.
 - Encourage industrial and commercial development in areas where utility capacity is available or underutilized.
 - Encourage a range of multimodal transportation options that link businesses to their labor force, customers and adjacent communities.
 - Promote key interchanges such as those on Interstates 95 and 295, and Route 288 for mixed use, office, industrial and commercial development.
 - Promote the economic development advantages of conventional and high speed rail through the county and develop specific strategies to take advantage of rail services for economic development promotion.
 - Encourage appropriate development within the Airport Industrial Park and surrounding areas that protects and promotes the use of the Chesterfield County Airport.
 - Encourage redevelopment of Ettrick Station.
 - Encourage expansion of broadband services throughout the county.
 - Support a county park system that provides high quality recreation opportunities and enhances quality of life and attractiveness to businesses.
- **Tourism.** Promote the county's unique recreational, natural, cultural and historical resources as tourism assets.
- Promote the development of tourism support services such as restaurants and hotels in Regional Mixed Use and Community Mixed Use areas of the Land Use Plan Map.
 - Encourage hospitality services in close proximity to major recreation areas such as River City Sportsplex and SwimRVA
 - Support tourism development and promotion, including the potential for agri-tourism such as wineries and farmers' markets in the county's rural areas and eco-tourism utilizing the county's park system and the Appomattox and James Rivers.
 - Utilize the county's unique historic, recreational, natural and cultural resources to promote tourism through events and programs that attract visitors from the region, state and beyond.
 - Support sports tourism through the development and enhancement of public and private recreation-related facilities that attract outside visitors, serve citizens and support local businesses.

- **Collaboration.** Foster collaboration among federal, state, regional and local agencies and entities to promote mutually beneficial economic development opportunities.
- Foster a cooperative relationship between the county government and the business community.
 - Promote organizational and regulatory changes to streamline the development review process and provide flexibility in development standards while continuing to ensure high quality development.
 - Partner with neighboring localities and regional organizations to promote tourism and economic development in the region.
 - Pursue cooperative relationships with community-based, faith-based and non-profit organizations to enhance economic development in the county.
 - Collaborate closely with the region's academic institutions such as Virginia State University and John Tyler Community College as partners to leverage assets, provide research opportunities and to develop a workforce aligned with business needs.
 - Establish a close partnership with the Economic Development Authority to market to and attract high-end and high-tech industries.
 - Pursue partnerships with Chesterfield County Public Schools to promote the development of workforce skills that respond and adapt to the changing needs of the county's current and desired future businesses.
 - Strengthen relationships with elected officials at the local, state and federal levels to promote economic development opportunities.
 - Collaborate with other county departments such as Libraries and Parks & Recreation to develop programs that support business development.
 - Pursue partnerships between food manufacturers and area farmers to encourage use of locally grown products in food production.
 - Work closely with Virginia State University and their research activities to support and promote agricultural research, tourism and businesses in the county.